

Idaho Transportation Department Public Transportation (ITD-PT)

Mobility Support Services

APPLICATION



Application Information

Application Title:	Public Transportation Mobility Support Services
Application Purpose:	To define, engage, and measure identified outreach practices and processes to groups, companies, entities, and individuals within each of the 6 ITD Administrative Districts in order to encourage public transportation usage throughout Idaho.
Application Lead:	Mark Bathrick, Public Transportation Manager Mark.Bathrick@itd.idaho.gov (208) 334-8210
Submit Application	Mark.Bathrick@itd.idaho.gov
Deadline to Receive Questions	3/19/2015 11:59 PST
Application Closing	3/26/2015 11:59 PST
Application Reviewed/Scored (3 person review panel)	3/31/2015
Initial Term of Funding Agreement	5/1/2015 to 4/30/2016
Funding Available	\$35,726.99 allocated to each ITD Administrative District Area (Districts 1-6); also stated \$214,361.94 Statewide

Purpose

The Idaho Transportation Department, Public Transportation (ITD-PT) Group is committed to advancing the Department's strategic mission of Your Safety, Your Mobility, and Your Economic Opportunity. Through stakeholder engagement and expert analysis, ITD-PT along with the Idaho Mobility Management Task Force, the Public Transportation Advisory Council (PTAC) and the Idaho Transportation Board have determined that targeted and measurable outreach efforts to increase awareness, support, and usage of public transportation are worthwhile investments. The purpose of this application is to provide a structured and coordinated outreach program to local groups, companies, entities, and individuals who may be interested or are already involved in public transportation. The Awardee(s) will be asked to coordinate and work with ITD-PT on the three identified deliverables to ensure that all areas of each ITD District are contacted. These deliverables will be:

- The development of a list of organizations, companies, individuals, etc. within each District and the subsequent location and/or contact information for each.
- The development of a Communication Plan, including but not limited to, the relevant materials regarding public transportation in that District and any further pertinent information that would assist in engaging the aforementioned groups on the developed list.
- The development and use of an implementation plan that will track the method of communication directed by the Awardee(s) to each identified entity/individual in the aforementioned list, using the developed information in the Communication Plan. Performance will need to or exceed a 90% successful completion of the Implementation Plan.

Questions

Questions must be submitted in writing to the Application Lead by the date and time noted above, in order to be considered. Answers to all written questions will be posted on the ITD main homepage at <http://itd.idaho.gov/> under the corresponding advertisement and will be posted two working days after the question close date.

Background

The Idaho Transportation Department, Public Transportation (ITD-PT) Group is located in the Contracting Services Section under the Division of Engineering Services. ITD-PT seeks to provide a structured and consistent system and framework for public transportation to thrive in Idaho. In 2014 Texas A&M University completed a Mobility Management Study that analyzed the current Mobility Management system in Idaho. This Study came back with 19 recommendations on a wide range of topics regarding public transportation. Several of these recommendations focused specifically on Idaho providing a streamlined approach to the tasks that fall under the broad category of Mobility Management, guidance on how to measure these tasks, and the emphasis on increasing public transportation usage throughout the State. A Task Force was commissioned by the Public Transportation Advisory Council (PTAC) to analyze the recommendations provided, and create actionable solutions and deliverables to address each. Thus this solution was developed, receiving unanimous consensus from the (PTAC) and unanimous approval by the Idaho Transportation Board.

ITD-PT is looking for Applicants who can meet the Mobility Support Service activities as defined in the Purpose and further in the Scope of Work either by district (See list of districts below and map), multiple districts or the whole state (each of the six Districts) as outlined in the Scope of Work.

District 1: Benewah, Bonner, Boundary, Kootenai, Shoshone

District 2: Clearwater, Idaho, Latah, Lewis, Nez Perce

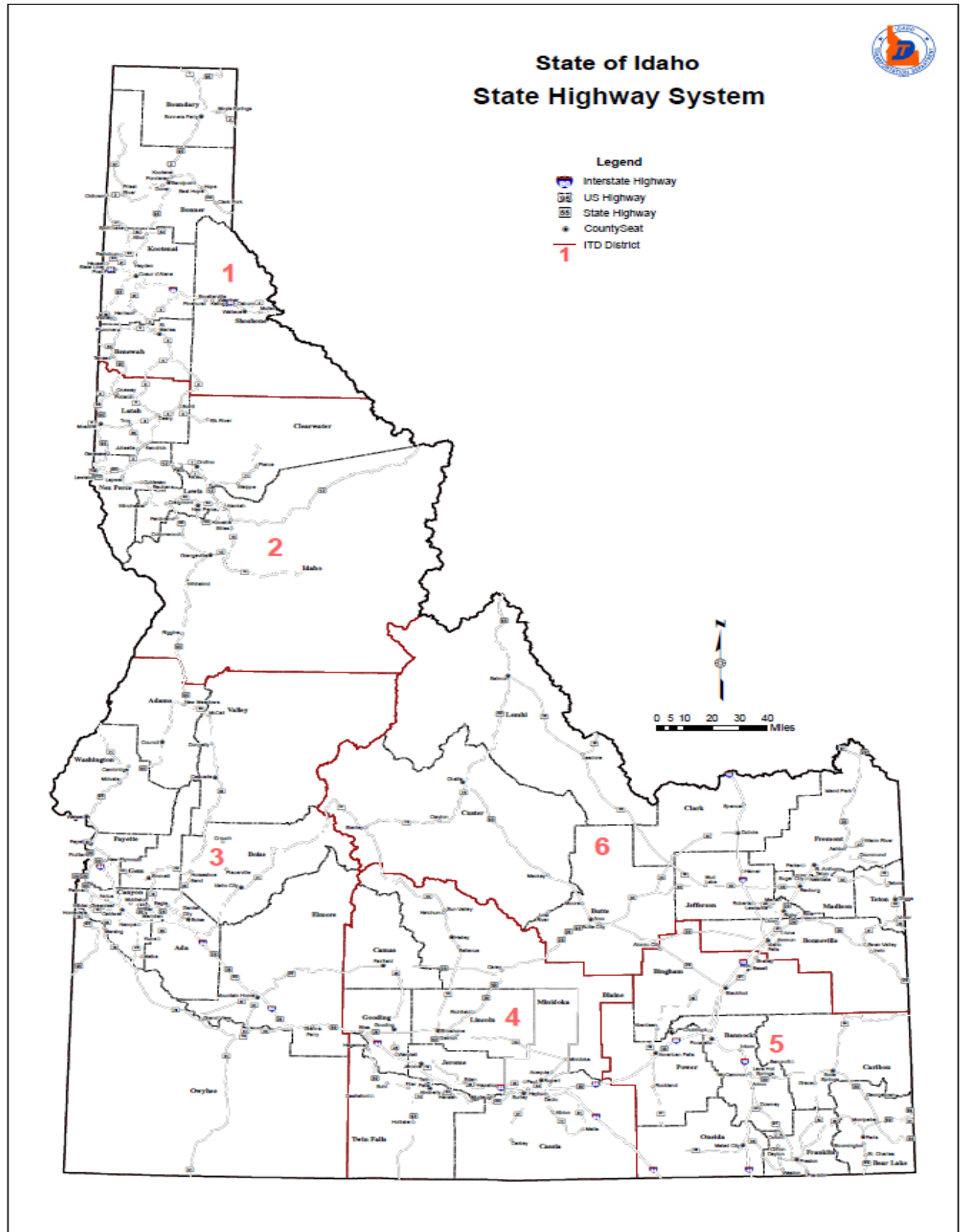
District 3: Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Valley, Washington

District 4: Blaine, Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka, Twin Falls

District 5: Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida, Power

District 6: Bonneville, Butte, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Teton

District Map



Instructions for Submission of Application

Evaluation Codes:

(M) Mandatory Requirement – failure to comply with any mandatory requirement will render applicant non-responsive and no further evaluation will occur.

(E) Evaluated – a response is desired. If not applicable you must respond with Not Applicable or N/A. Failure to respond will result in a zero (0) points awarded.

(ME) Mandatory and Evaluated – failure to comply will render applicant non-responsive and no further evaluation will occur.

1. **(M) Applicant may submit electronic only** to the Mark.Bathrick@itd.idaho.gov by the close date and time in the Application Information. All Mandatory documentation must be included at the time of submittal or applicant will be found non-responsive.
2. **(M) Cover Letter** – The applicant must include a cover letter on official letterhead with the applicant's name, mailing address, telephone number, email address, website, name of the authorized signer. The letter must also be signed by the authorized individual to commit to the applicant's proposal. The cover letter must also include:
 - A statement indicating the applicant's acceptance of and willingness to comply with all State and Federal Transit Administration (FTA) requirements.
 - Executive Summary: Include a condensed summary of the Scope of Work demonstrating an understanding of the services to be performed in this application.
3. **(E) Organization and Staffing:** Describe your qualifications to successfully complete the Scope of Work, by providing a detailed response to the following:
 - Qualifications of Personnel: Provide resumes for employees who will be managing and/or directly providing services under this application. For positions that are not filled, a position description (including requisite qualifications/experience) should be provided.
4. **(ME) Scope of Work –**
Keeping in mind, that you will be scored on your answers based on the methodologies and completeness of the response to each item listed below.
 - 4.1 Per the purpose ITD-PT is requiring the Awardee(s) to provide three tangible deliverables at the conclusion of this award. These deliverables are the aforementioned listing of organizations, companies, entities, individuals etc. interested or already involved/using public transportation, a communication plan for each district with specific information, literature, and messaging regarding public

transportation options, benefits, etc., and an implementation plan that will track the methods and results of the usage of the communication plan with those on the predetermined list of organizations. The Awardee will be responsible for acting on the communication plan by having outreach with each and documenting this on the implementation plan. Please describe how you will meet each requirement listed and your proposed timeline for the development and delivery of each of these deliverables to ITD-PT.

- 4.1.1** Describe how you will coordinate and collect a database of all transit related organizations by district, to include contact and location information and how you plan to keep this database up-to-date.
- 4.1.2** Describe your format for a Communication Plan. Please provide two (2) examples of communication plan's as samples.
- 4.1.3** ITD-PT will require you to present a monthly Implementation Plan(s) detailing your goals for the month and identify any risks, constraints, etc. At the end of the month you will need to report on the milestone(s) for the month. You will again need to address risks, constraints, etc. Describe how you will present these monthly requirements.
- 4.1.4** ITD-PT understands there are numerous training styles; face to face, webinar, online just to name a few. Describe your training style and approach, for your target audience(s).
- 4.1.5** Describe your project plan and tools you will use to develop, use and maintain an Implementation Plan and corresponding calendar that will meet the planned outreach and communication goals.
- 4.1.6** Based on the Scope of Work detailed in this application, identify any risks or constraints that you will need to address prior to or during the performance of the application's scope of work; as well as description of how you will address each one.

5. (ME) Applicant's Cost Proposal – Cost will be evaluated by the cost model that offers ITD-PT the best possible value over the term of the Funding Agreement.

- Applicant must use the format established in Attachment B to respond to the cost of this application.
- Applicant must provide a fully-burdened rate which includes but not limited to, all operating, personnel expenses, such as overhead, salaries, supplies. Note: ITD passes through all State requirements such as Travel and meeting requirements (see **Attachment A** travel requirements to ensure estimated travel costs)

Application Review and Evaluation

The objective of ITD-PT in this application is to ensure the applicant(s) will produce the best possible results.

All applicants will be reviewed first to ensure that they meet all the mandatory requirements. This will be done by a “pass” or “fail” scoring mechanism based on the requirements listed in this application with an (M).

All Applicants who “pass” will then be evaluated and scored by the three person application team.

This team will score as follows:

Evaluation Criteria

Mandatory Requirements	Pass/Fail
Organization and Staffing	100 points
Scope of Work	500 points
Applicant’s Cost Proposal	300 points
Total Points	1000 Points

Each team member will evaluate each application and score the applications. The team will then meet and the applicant lead will collect the scores. The scores will be normalized as follows: The applicant(s) with the highest raw score will receive all the points from each of the above categories. The other applicant(s) will be assigned a portion of the maximum available points, using the formula: $1000 \times \text{raw score of application(s) divided by highest raw score}$.